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Application Serial No.: 09/821,040  
Attorney Docket No.: 23415-005  
Customer Number: 29315  
Reply and Amendment Under 37 C.F.R. §1.111

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

APPLICANT(S) : Kelly E. Sonderegger, *et al.*      CONFIRMATION NO.: 5143  
SERIAL NUMBER : 09/821,040      EXAMINER : Robert M. Pond  
FILING DATE : March 30, 2001      ART UNIT : 3625  
FOR : ANONYMOUS SHOPPING TRANSACTIONS ON A NETWORK THROUGH  
INFORMATION BROKER SERVICES

**Mail Stop Amendment**  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**RECEIVED**  
MAY 27 2004  
**GROUP 3600**

**REPLY AND AMENDMENT UNDER 37 C.F.R. § 1.111**

Sir:

In response to the Office Action mailed February 26, 2004, please amend the above-identified application as follows:

**Amendments to the Specification** begin on page 2 of this paper.

**Amendments to the Claims** are reflected in the listing of claims beginning on page 3 of this paper.

**Remarks/Arguments** begin on page 7 of this paper.

It is not believed that extensions of time or fees for net addition of claims are required beyond those that may otherwise be provided for in documents accompanying this paper. However, if additional extensions of time are necessary to prevent abandonment of this application, then such extensions of time are hereby petitioned for under 37 C.F.R. § 1.136(a), and any fees required therefor (including fees for net addition of claims) are hereby authorized to be charged to our Deposit Account No. 50-0311 (*Ref. No. 23415-005*).